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3 DISCIPLINES OF GROWTH HACKING – PSYCHOLOGY

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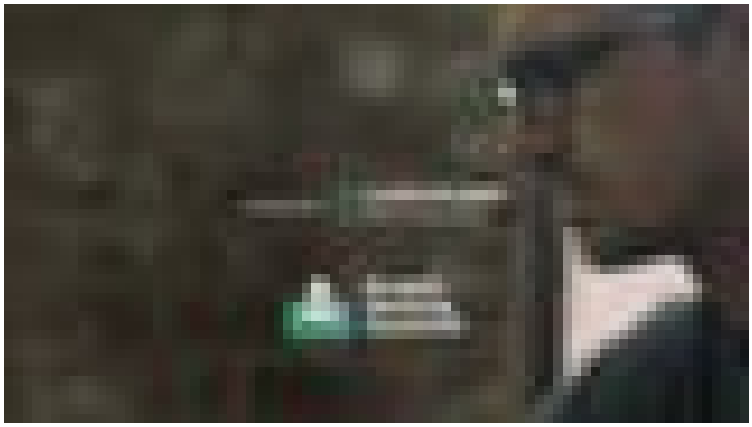

"People do have free will, but once you start growth hacking, they don't use it as much as they think they do."

In this lesson we're going to dig into the third discipline of growth hacking: **Psychology**. This may be my personal favorite.

These things are powerful. The psychological triggers I'm going to share with you in this lesson – when used correctly and ethically – have the ability to skyrocket your user base and revenue.

THE 7 PSYCHOLOGICAL TRIGGERS OF GROWTH HACKING

- **Self** - People are obsessed with themselves. Tap into this! e.g. speaking directly to your audience's pain points at the top of your landing page
- **Progress** - e.g. "progress bar" of how complete your LinkedIn profile is; e.g. progress of how many friends you've referred to an app
- **Time** - e.g. Rhinolaces.com "countdown sale" bar dynamically refreshes each holiday
- **Contrast** - e.g. $10 vs. $30; e.g. comparing your product's features to your competitor's; e.g. popcorn pricing (large is only a few cents more than small)
- **Fear** - e.g. F.O.M.O. (fear of missing out); e.g. Kanye's popup shop "only here for 2 weeks!"; e.g. fear-based headlines to get you to watch a whole news program
- **Social Proof** - We like to follow the herd, and know that the product we're buying is already liked by others. e.g. useproof.com plugin
- **Logic** - Backing up the sale to your users/customers after they've already made an emotional decision from the other triggers; e.g. slack.com/features

ACTION ITEMS

- Download the Psychological Triggers Cheat Sheet (also in workbook)
- Pick 1 trigger that you can implement right now
- Brainstorm 3-5 ideas for how you could apply this trigger to your marketing

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